



THE CITY OF SAN DIEGO  
**Planning Department**

## **Commercial Development Definitions**

**Big Box** retail facilities are large, industrial-style buildings or stores with footprints that, in large metropolitan areas, generally range from 90,000 to 200,000 square feet (ex. Home Depot at Genesee Plaza is 98,961 square feet with a 23,304 square foot garden center and Ikea at Fenton Marketplace is 190,522 square feet).

**Strip Commercial** is characterized by linear roadside development that is one store deep, has an assortment of commercial uses with multiple roadway access and highly visible off street parking (ex. Miramar Road).

**Regional Malls** have at least two major anchor stores and encompasses more than 400,000 square feet (ex. Fashion Valley).

**Category Killers** are specialty or niche stores that offer a very large selection of merchandise in a particular product category. Stores can range from 20,000 to 120,000 square feet in size. Category Killers depend on very high sales volumes rather than price markup. (ex. Staples is about 20,000 square feet and Toys R Us is about 49,000 square feet).

**Power Centers** are developments that group Big Boxes or Category Killers in a single center, generally in a Strip commercial or Mall format. (ex. Carmel Mountain Plaza)

**Community Commercial Centers**, found throughout the City, are characterized by a grocery store anchor with smaller neighborhood serving accessory uses, such as restaurants, banks and medical offices, in the center.

**Urban Villages** such as Hazard Center in Mission Valley, are more focused development areas within Subregional Districts that have an intense mix of employment, commercial and higher density residential uses near transit hubs.

**Neighborhood Village Centers**, exemplified by the Uptown area and found in most communities in the City, are neighborhood-oriented areas of varying sizes featuring local commercial, office, personal services, public gathering spaces, and a variety of multifamily residential uses.